

Corporate Partnerships & Development

Economic Development

Transportation and Storm Water

Sharing Economy

Car Share and Bike Share Update

Shared-Use Mobility

Shared-use mobility is defined as mobility services that are shared among users including:



Traditional public transportation services, such as buses and trains;



Vanpools, carpools, shuttles, TNCs;



Carsharing, bikesharing, scooter sharing in all its forms; and



Flexible goods movement

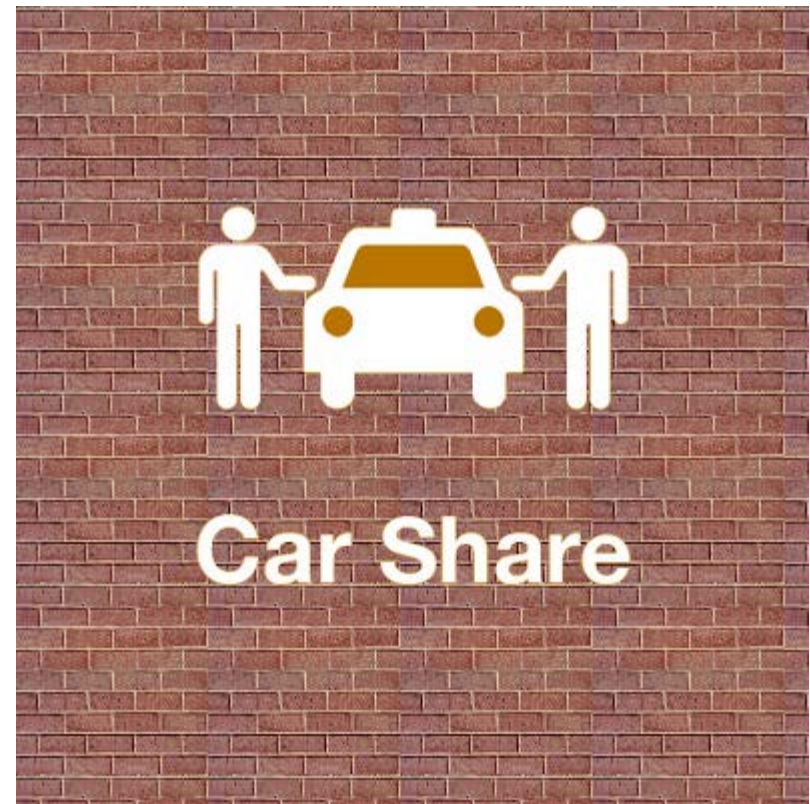
Definitions

What is shared-use mobility?

Car Share Program

Goals

- To help the City achieve its objective to reduce greenhouse gas emissions.
- To provide City residents, employees and visitors with an affordable mobility option.





Car Share Program

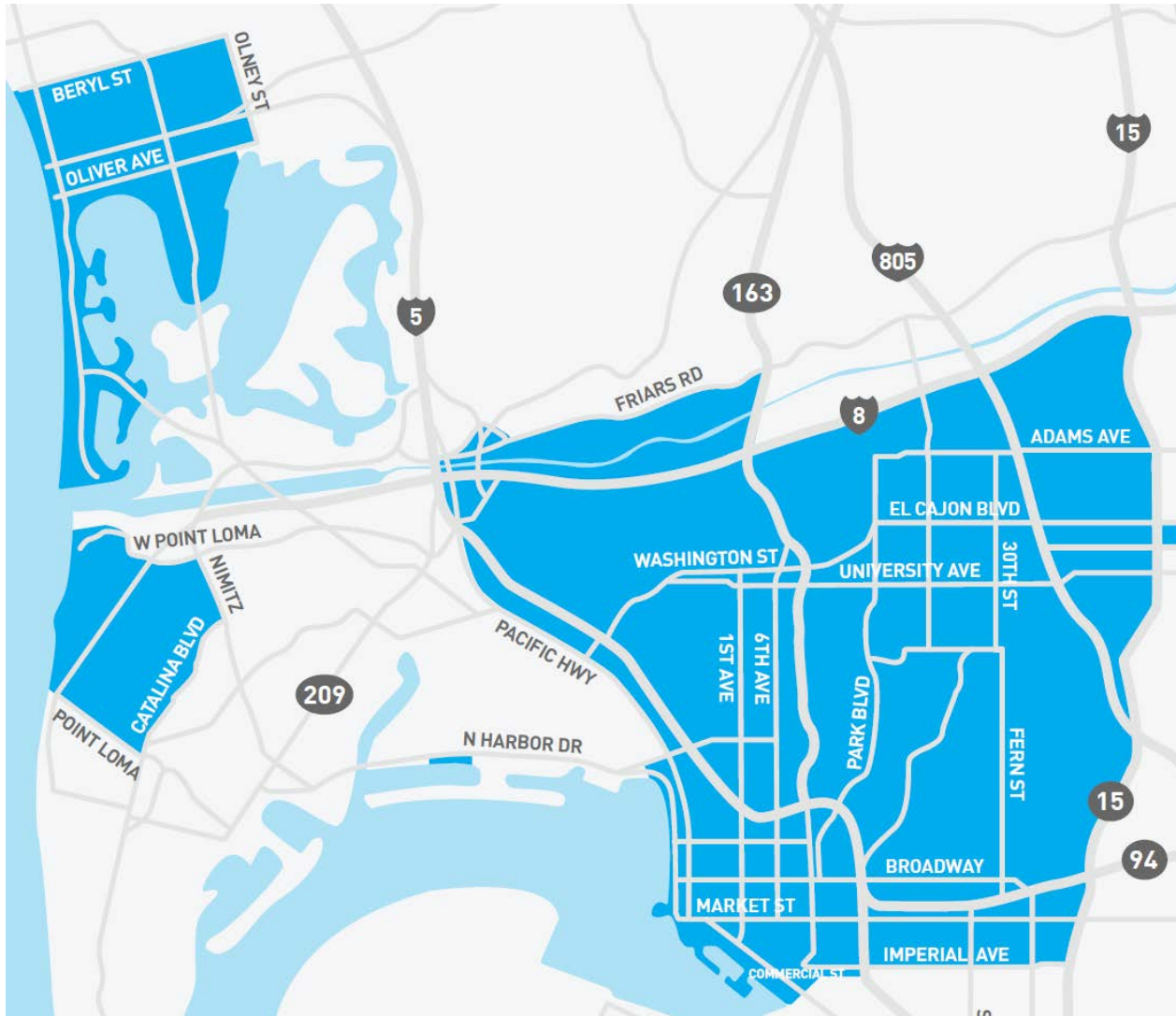
Car Share Research

UC Berkeley Study: Calgary, San Diego, Seattle, Vancouver and Washington D.C.

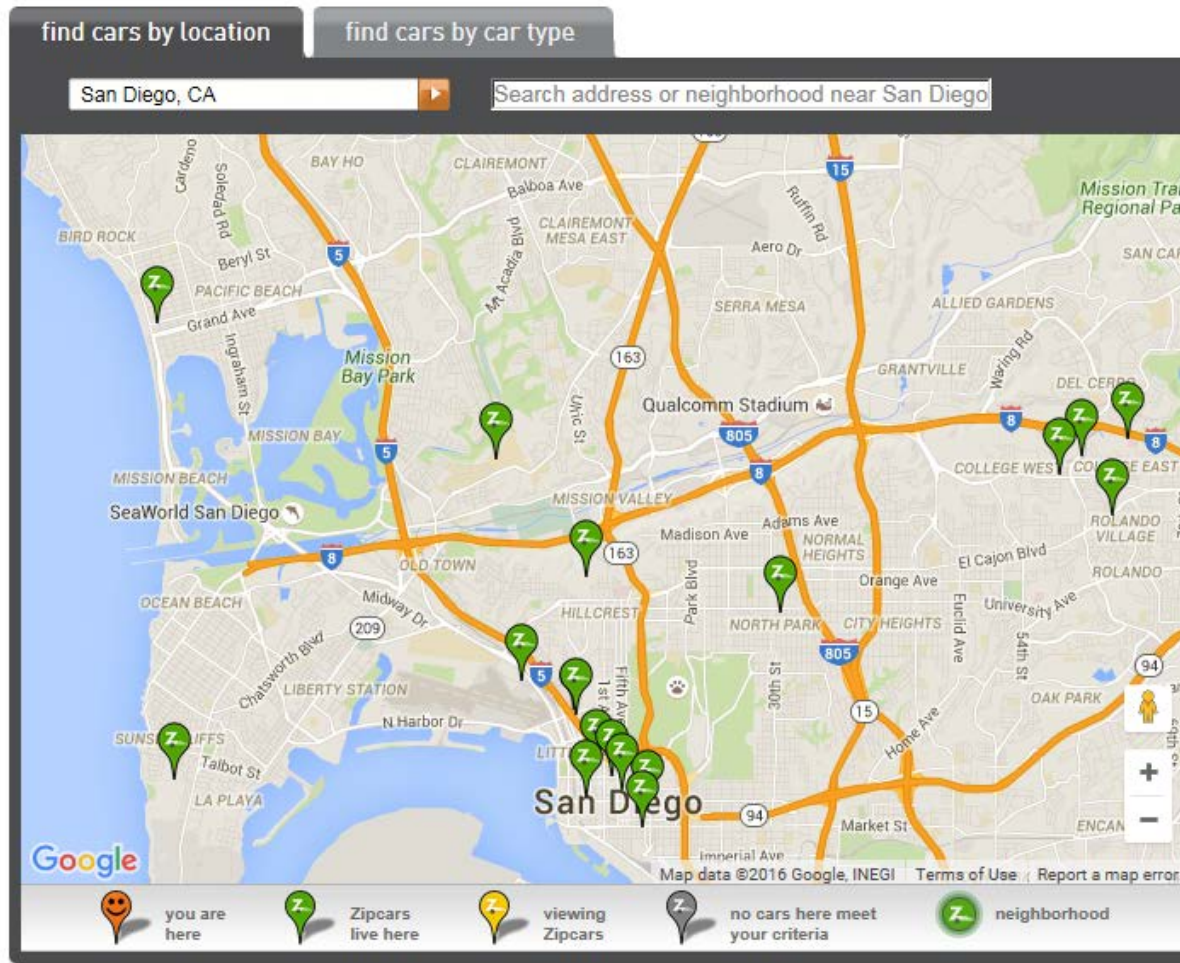
San Diego specific in 2015:

- Each car2go vehicle removed an estimated 7 vehicles from city streets
- Car share members sold or avoided having to buy an estimated 2,931 cars
- Each vehicle prevented an estimated 5,300 metric tons of greenhouse gas emissions from polluting San Diego's air

Car2go Current Operational Areas



Zipcar locations



Car Share Program

ZipCar

- Opportunity Area Expansion
 - Jacobs Center for Neighborhood Innovation
 - Evan Jones Parkade Parking Garage





Bike Share

Bike Share Program

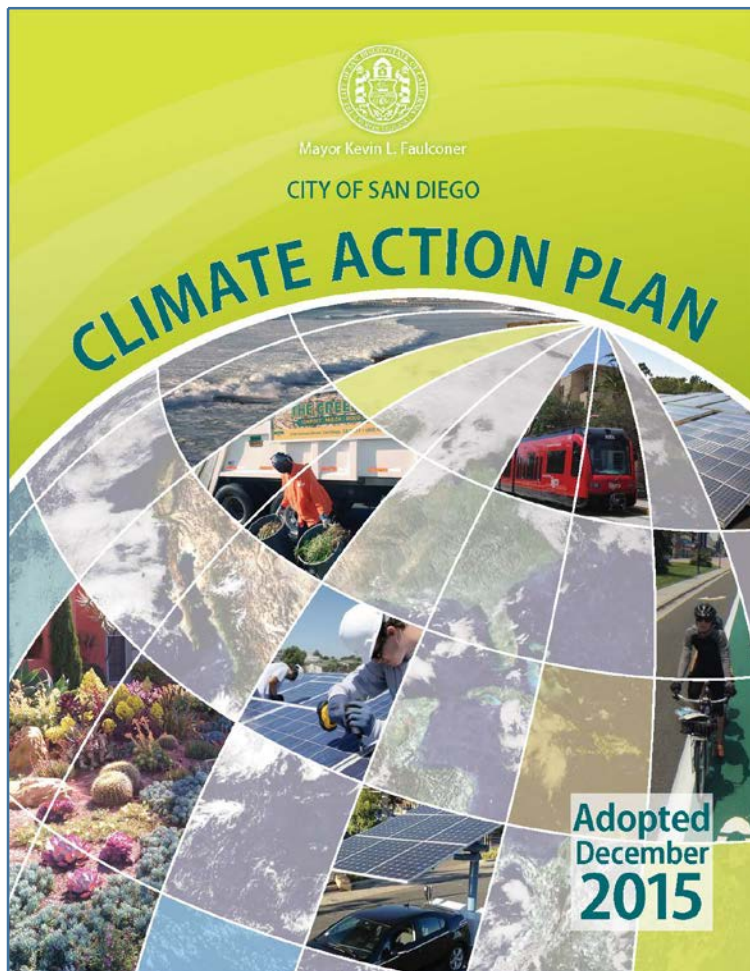
DecoBike



Bike share complements other transportation alternatives such as transit and trolley rides, supports the climate action plan and is consistent with the Bike Master Plan and Regional Transportation Plan.

Bike Share Program

Climate Action Plan



- 6% bicycle mode share by 2020 and 18% by 2035
- 12% transit mode share by 2020 and 25% by 2035



Bike Share Program

DecoBike

2015 Annual Report

- 95 Installed Stations
- 102,641 Rides

January 1 through June 30, 2016

- 95 Installed Stations
 - 60,200 Rides
 - 140,000 Rides projected year end
-
- 40% Ridership increase over 2015



Bike Share Program

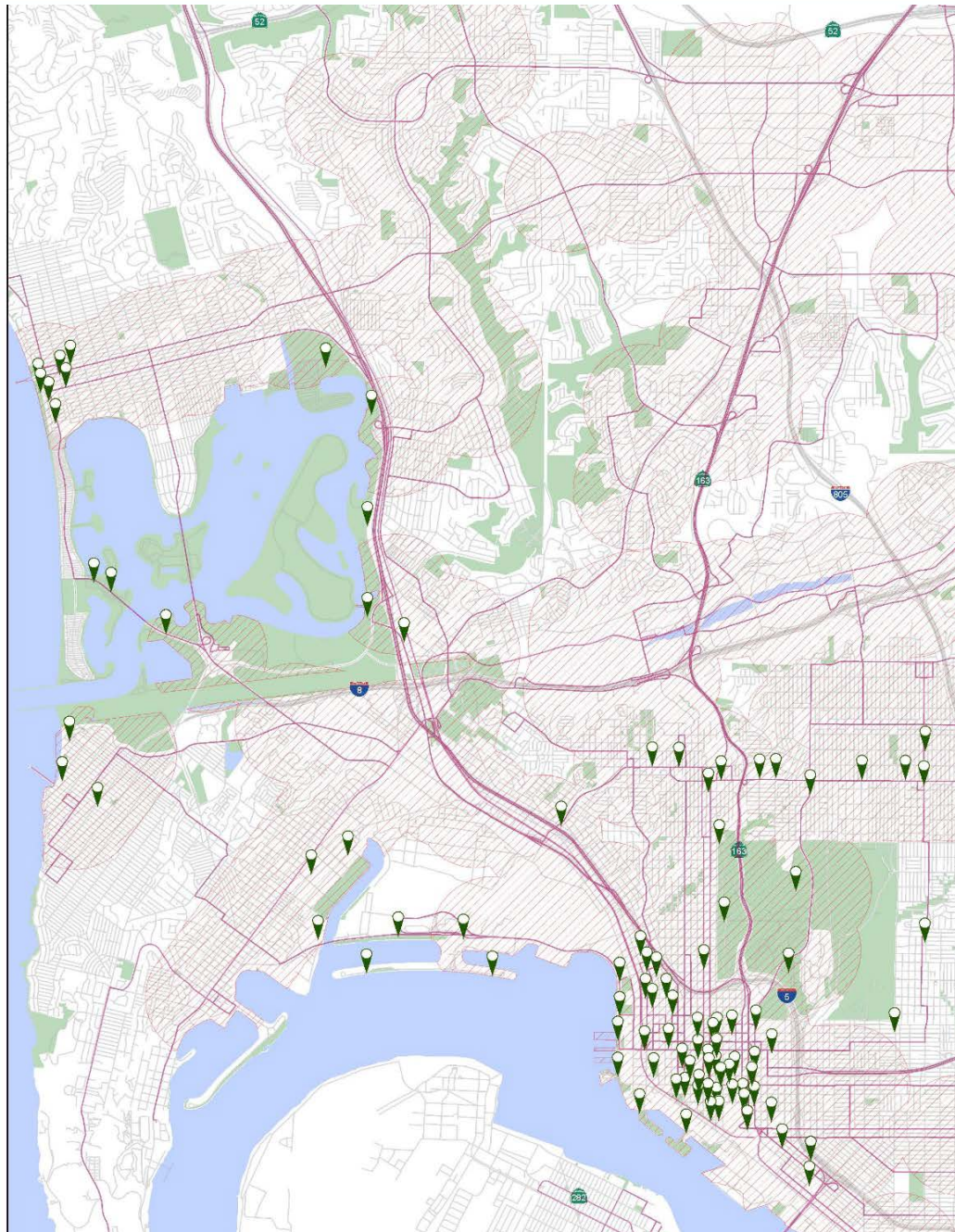
DecoBike

Operations Update


- 11,565 Station Visits
 - Redistribution 7am-7pm
 - Daily cleaning, detailed cleaning monthly
- Maintenance
 - 3,500 replaced bike parts
 - 900 station parts



Transportation & Storm Water

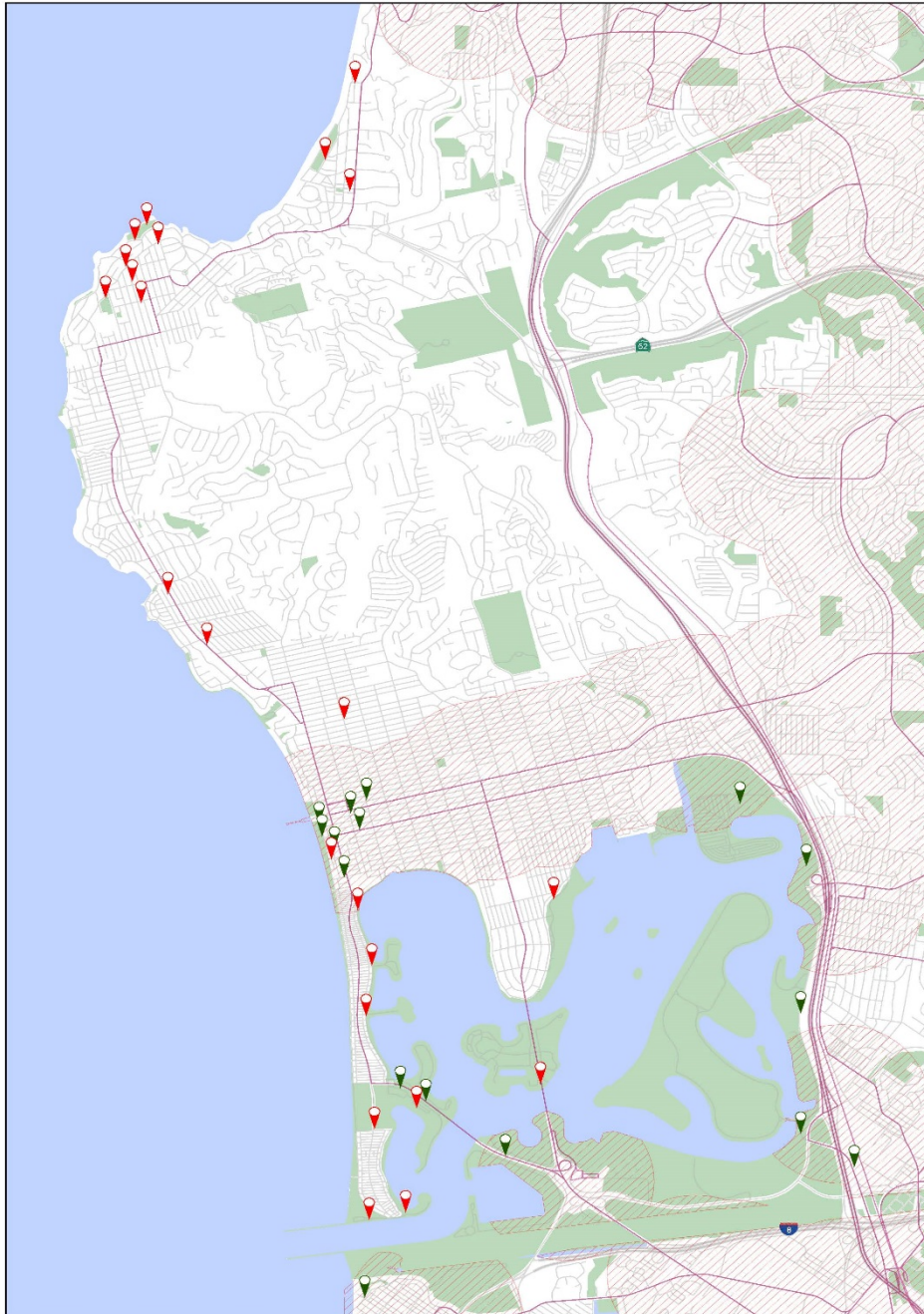


Legend



-  Existing Locations
-  Transit Priority Area CAP
-  Transit Routes



Transportation & Storm Water



Legend

-  Proposed Locations
-  Existing Locations



Bike Share Program

DecoBike

Next Steps

- Network implementation
 - Beach areas, trolley stations, underutilized station locations

